



MINUTES OF PUBLIC ART ADVISORY COMMITTEE MEETING OF JANUARY 18, 2005

(Revised 3/16/05)

DATE: Tuesday, January 18, 2005
TIME: 7:00 p.m.
PLACE: City Hall, 2263 Santa Clara Avenue, First Floor, Room 160
Alameda, CA 94501

1. **Roll Call:** The meeting was called to order at 7:10 p.m.

Present: Chair (C) Huston (late), Vice Chair (VC) Lee, Committee Members (CM) Cecilia Cervantes, K.C. Rosenberg, and Peter Wolfe

Absent: Suzanne Ota, ARPD Director

Staff: Dale Lillard, Recreation Services Manager (RSM)
Pat Russi, Recreation Supervisor (RS)
Christina Bailey, Cultural Arts Specialist (CAS)

2. **Approval of Minutes**

A. **Minutes of Meeting on December 15, 2004**

M/S/C Rosenberg/Cervantes (approved)

"That Minutes of Public Art Advisory Committee Meeting on December 15, 2004 be approved."

Approved (3) - Lee, Cervantes, Rosenberg
Absent (1) - Huston
Abstain (1) - Wolfe

3. **Oral Communications**

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

None.

4. **Written Communications**

- Letter from Pat Colburn regarding the funding of art centers through the Public Art Allocation
- Staff report from RSM Lillard regarding the Webster Renaissance Project Public Art and the Park Streetscape & Town Center Project

5. **Old Business**

A. Consideration of 2005 Meeting Dates - (*Discussion/Action Item*)

RS Russi inquired about the fourth Thursday of the month as a possible meeting date. C Huston stated that this would fit her schedule, at least through June; PAAC members agreed. CAS Bailey will send out the dates and meeting locations via e-mail.

B. Continued discussion of Public Art Annual Plan - (*Discussion/Action Item*)

CM Rosenberg shared that she would like to see the program goals, from the Guidelines, worked into a Mission Statement. RSM Lillard stated that if the PAAC chose a couple of goals, then staff could draft a short Mission Statement.

C Huston asked that each member choose the goals they'd want to see in the Mission. CM Cervantes shared that "supporting the promotion of arts in Alameda; in order to provide the Community with art opportunities" is important. CM Rosenberg shared that "promoting a diverse and stimulating cultural environment, and strengthening cultural awareness, innovative thinking, lifelong learning and the City's sense of community" should be highlighted. VC Lee chose "Public art integrates the vision of artists and design professionals in planning and designing the urban landscape."

VC Lee asked whether the PAAC would be dealing with physical objects or contributing to the operating costs and salaries of local non-profits. RS Russi stated that it would be up to the PAAC. C Huston stated that she would be more inclined to have more interesting art pieces throughout the City, rather than supporting the existing non-profits.

CM Rosenberg stated that it would be difficult to monitor funds provided to non-profit organizations for the purposes of supporting ongoing operation and staff costs. RSM Lillard shared that a number of organizations that provide grants have strict guidelines detailing how the funding may be used. Most tend to emphasize the program or service to be provided while attempting to avoid evaluating the particular non-profit themselves. Physical pieces of art can be enjoyed by everyone when placed throughout the City.

C Huston asked about the legality of issuing Public Art Fund monies to local non-profits. RSM Lillard stated that the way he understood the ordinance, funding could not be provided to non-profits for ongoing operating expenses such as staff salaries but that funding could be utilized to provide a performance, exhibition or special event.

CM Cervantes inquired about using monies for appropriate exhibits. RSM Lillard stated that the in-lieu fund could be amended. CM Rosenberg asked about the possibility of deciding on a specific defined event and offering a competition for non-profits. RSM Lillard stated that PAAC could

move to do that, but would need to specify funds go only towards exhibits/events. CM Rosenberg suggested that the PAAC take a look at local non-profits on an annual basis for the purpose of assessing communications.

C Huston inquired as to whether the permits are being written in a way that is minimizing the one percent. She wanted to add this to the Annual Plan under *Political*.

C Huston asked PAAC if they wanted to have data collection maps. VC Lee stated that it would be a good idea to have specific sites and goals in mind. C Huston also inquired about having a project calendar. RSM Lillard stated that the Planning/Building Department lists projects in terms of seasons.

RS Russi explained that he has been working on a generic RFP and Public Art application. Each RFP will have different details and a unique cover letter. RSM Lillard stated that PAAC would receive a draft by the February meeting.

C. Discussion of Art Donation - (*Discussion Item*)

RSM Lillard explained that Emily Lewis, a St. Joseph Notre Dame student, approached Alameda Recreation & Parks and she would like to paint a mural on or in one of our buildings. Director Ota and RS Russi met with Emily, her mother, and high school art teacher. The project will be no cost to the City. The Department proposed that the mural be painted on three panels for easy mobility.

C Huston suggested that the student-artist use canvas and Velcro; this process makes displaying, moving, and storing the piece easier. CM Rosenberg added that a sona tube could be used to store the piece, if canvas and Velcro are used.

CM Rosenberg also stated that if one of her students came to her about painting a mural, she would suggest that they look into past murals from the City where they are doing the piece. This way, they could better their own work.

6. New Business

A. Webster Renaissance Project Public Art and the Park Streetscape & Town Center Project - (*Discussion Item*)

Sue Russell from City Development Services attended the meeting to share the progress of the Park & Webster Streetscape Projects. She mentioned that both streets would be under construction simultaneously.

She also expressed a desire to have a representative from the PAAC sit on each project's subcommittee. CM Wolfe mentioned that he had been part of the Webster Street Design Committee, as well as the Downtown

Commission Taskforce. VC Lee stated that she would be willing to volunteer also.

M/S/C Rosenberg/Huston (approved)

"That Peter Wolfe be appointed as the liaison between the Public Art Advisory Committee and the Webster and Park Streetscape Projects."

Approved (5) - Huston, Lee, Cervantes, Rosenberg, and Wolfe

M/S/C Rosenberg/Huston (approved)

"That Karen Lee be appointed as the substitute liaison between the Public Art Advisory Committee and the Webster and Park Streetscape Projects."

Approved (5) - Huston, Lee, Cervantes, Rosenberg, and Wolfe

B. Consideration of funding of art centers by the Public Art Allocation - (Discussion Item)

Pat Colburn, President and founder of the Alameda Art Center, addressed PAAC members on behalf of the AAC. She stated that the Center has been open for eight months and has 160 members. She expressed the Center's struggle to obtain funding as a non-profit 501(c)3. She inquired as to whether or not Public Art Fund monies could be allocated to local non-profits. She also mentioned that she had contacted Harsch Development about their one percent.

Meeting attendee, Marilyn Pomeroy, was part of the group that drafted the original Public Art Ordinance. She thought that the in-lieu fund was meant to go towards grant proposals, and that the PAAC was developed to handle these grants. CM Rosenberg stated that the role of the PAAC is to see that the quality of artwork meets a certain quality level.

Ms. Pomeroy inquired as to what the PAAC thought about local non-profits writing proposals directly to developers. C Huston stated that their proposals would inevitably end up in front of the PAAC for approval. VC Lee expressed concerns over non-profits being pitted against each other for limited funds. In addition, it could also lead to friends and relatives of the developers unfairly lobbying for funds.

Ms. Pomeroy asked if Harsch Development had already set aside its one percent for onsite art. RSM Lillard stated that they have an art consultant and plan to exceed the one percent. The developer sees public art as adding to the Center's appeal.

C Huston shared that it might be helpful for local non-profits to submit a one-page "wish list" to the PAAC. Those submissions would help the PAAC make changes to the Guidelines in the future.

C Huston expressed her hesitation in rushing to use money from the Fund. CM Rosenberg echoed her sentiment that the Committee would not want to make hasty decisions about the money. CM Wolfe stated that there are so many organizations and so few developers; the developers might become antagonized by all the groups seeking money. VC Lee also expressed her concern over how the PAAC would establish an organization's value, if they were to offer grants for non-profits.

C. Role of Committee Members serving as representatives to public art projects - (*Discussion Item*)

RSM Lillard stated that PAAC members, serving on other subcommittees, would report to PAAC at their next scheduled meeting (e.g., CM Wolfe will attend the Park and Webster Streetscape Project meeting, and will then report to the PAAC).

7. Oral Communications, General

CM Wolfe inquired about the concept of gifts and donations. RSM Lillard stated that this was the first time in 17 years that a citizen had approached the Department about donating art and PAAC could look at this at a later date. CAS Bailey shared that a file on Gifts and Donations is being compiled.

RS Russi updated the PAAC on Tad Savinar, Art Consultant for Harsch Development. Due to a setback in the developer's conceptual plan, the development and placement of art has been delayed. Despite this setback, Mr. Savinar is familiarizing himself with local artists.

8. Adjournment: The meeting adjourned at 8:45 p.m.